

REMARKS

Claims 66-68 are cancelled, claim 69 is amended, and claims 1-65 and 69-76 remain in the application for consideration. In view of the following remarks, Applicant respectfully requests that the application be forwarded onto issuance.

§ 103 Rejections

Claims 1-28, 39-50 and 56-71 stand rejected under 35 U.S.C. § 103(a) as being obvious over U.S. Patent Pub. No. 2001/0031066 to Meyer et al. (hereinafter “Meyer”) in view of U.S. Patent No. 6,549,922 to Srivastava et al. (hereinafter “Srivastava”).

Claims 29-34, 36-38 and 52-55 stand rejected under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 6,553,379 to Jaeger et al. (hereinafter “Jaeger”) in view of U.S. Patent No. 6,704,748 to Suganuma.

Claims 35 and 51 stand rejected under 35 U.S.C. § 103(a) as being obvious over Jaeger in view of Suganuma and further in view of Srivastava.

Claims 72-76 stand rejected under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 6,345,256 to Milsted et al. (hereinafter “Milsted”).

The Claims Rejected over Meyer and Srivastava

Claim 1 recites a method of processing media content comprising:

- receiving a physical ID that corresponds to a specific media upon which content resides that can be experienced by a user;
- mapping the physical ID to a logical ID; and
- searching a database that contains metadata associated with the specific media by using the logical ID as a basis for a search query, wherein different instances of a specific media with the same content

1 thereon are associated with different physical IDs that are mappable
2 to the same logical ID.

3 In making out the rejection of this claim, the Office argues that its subject
4 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
5 disagrees and submits that the Office has failed to establish a *prima facie* case of
6 obviousness for at least the following reasons. First, the Office has failed to
7 establish a proper motivation to combine the cited references. Second, the
8 references cited fail to teach all of the features of this claim.

9 As to the first reason, Applicant respectfully submits that the Office has
10 failed to establish a proper motivation to combine Meyer and Srivastava. The
11 motivation to combine these references provided by the Office is to allow Meyer
12 to “efficiently capture and transform media metadata in multiple and diverse
13 proprietary formats.” Office Action at page 5. This statement of motivation is
14 inappropriate in that the broadly stated goal of “efficiency” has been deemed by
15 the Office to be insufficient to establish a motivation to combine references.
16 Further, it does not appear that Meyer requires the addition of Srivastava in order
17 to capture and transform media metadata in multiple and diverse proprietary
18 formats.

19 The Office has provided specific guidance in the area of establishing a
20 proper motivation to combine references in a § 103 rejection. This guidance may
21 be found in the paper that is available at the following link:

22
23 <http://www.uspto.gov/web/menu/busmethp/busmeth103rej.htm>

1 Of particular interest to the discussion at hand is section V of this paper,
2 which presents examples of improper statements of rejection under § 103. This
3 section provides that the stated motivation of efficiency is improper in that it “is
4 too general because it could cover almost any alteration contemplated of...[the
5 cited reference] and does not address why this specific proposed modification
6 would have been obvious.” Applicant submits that the Office’s stated motivation
7 in the present case presents just such a situation in that the ability to *efficiently*
8 capture and transform media metadata in multiple and diverse proprietary formats
9 could cover almost alteration contemplated of Meyer and does not present a
10 specific reason why the addition of Srivastava would have been obvious.

11 A second reason that the stated motivation to combine is improper is that it
12 does not appear that Meyer requires or could utilize the addition of Srivastava in
13 order to capture and transform media metadata in multiple and diverse proprietary
14 formats. Meyer discloses the ability to convert auxiliary information (i.e.
15 metadata) from one format to another. Meyer at paragraph 85. Meyer further
16 discloses that “[o]ne advantage of this application is that it allows a user
17 to...organize a large collection of titles, view titles in a *variety of formats*, and
18 playback individual songs or videos, in any order and at any time.” Meyer at
19 paragraph 98 (emphasis added). Thus, it does not appear that Meyer requires or
20 could utilize that addition of Srivastava in order to process metadata in multiple
21 formats.

22 For at least the two reasons discussed above, the Office has failed to
23 establish a proper motivation to combine Meyer and Srivastava.

24 Another reason that the Office has failed to establish a *prima facie* case of
25 obviousness with respect to this claim is that the cited references fail to teach all of

1 this claim's recited features. Specifically, nowhere do the cited references teach a
2 feature in which different instances of a specific media with the same content
3 thereon are associated with different physical IDs that are mappable to the same
4 logical ID. The Office argues that both references teach this feature of claim 1.
5 The specific sections cited by the Office as disclosing this feature are provided
6 below for the convenience of the Office.

7
8 The server, in turn, maps the identifier to an action, such as returning
9 metadata, re-directing the request to one or more other servers, requesting
information from another server to identify the media object, etc. Meyer,
paragraph 7, lines 12-15.

10
11 In response, the registration process provides an identifier and stores a
12 database record of the association between identifier and the object or other
13 information used in decoding to identify the object, such as its distributor or
14 broadcaster. The registration process may be used to assign an identifier to
an audio object and to distributors or broadcasters of audio objects. Meyer,
paragraph 18, lines 5-11.

15
16 Once registered, an interactive or automated mapping process associates the
17 identifier with data or actions. The registration process creates a database of
identifiers and associates the identifiers with corresponding media objects,
distributors, broadcasters, etc. Meyer, paragraph 19, lines 1-5.

18
19 This is by no means an exhaustive list. Another type of server action is to
20 initiate a process of searching a database, a collection of databases or the
Internet for additional information related to a linked media object. This
type of search service may be performed continuously and the results
associated with the identifier. Meyer, paragraph 78, lines 1-5.

22
23 The database mapper 123 maps the elements of the XML "documents"
24 which contain the logical annotation metadata into the corresponding
schema used by the database for storing, indexing, searching and managing
the media and its metadata. The physical properties captured in a logical

1 annotation are mapped into the fields of a database object. Srivastava,
2 column 8, lines 37-41.

3 This repository can now be indexed with conventional indexing techniques,
4 enabling advanced searches on the multimedia data. Srivastava, column 8,
5 lines 49-52.

6 While the sections cited above may discuss identifiers and the mapping of
7 identifiers to data or actions, nowhere do these sections disclose or suggest
8 *different instances* of a specific media with the *same content thereon* being
9 associated with *different physical IDs* that are mappable to the *same logical ID*.
10 These features are absent from the sections excerpted above. In point of fact, a
11 careful search of both references indicates that these features are simply not
12 disclosed or suggested by either reference.

13 Accordingly, and based at least on the reasons discussed above, the Office
14 has failed to establish a *prima facie* case of obviousness with respect to this claim.
15 This claim is allowable.

16 **Claims 2-7** depend from claim 1 and are allowable as depending from an
17 allowable base claim. These claims are also allowable for their own recited
18 features which, in combination with those recited in claim 1, are neither disclosed
19 nor suggested in the references cited and applied by the Office.

20 **Claim 8** recites a server comprising:

21

- 22 • one or more processors;
- 23 • one or more storage devices; and
- 24 • software code resident on the one or more storage devices which,
when executed by the one or more processors, cause the processors
to:
- 25 • receive a physical ID that corresponds to a specific media upon
which content resides that can be experienced by a user;

- 1 • map the physical ID to a logical ID;
- 2 • search a database that contains metadata associated with the specific
- 3 media by using the logical ID as a basis for a search query;
- 4 • format the metadata in a XML schema; and
- 5 • return the formatted metadata to a client, wherein different instances
- 6 of a specific media with the same content thereon are associated with
- 7 different physical IDs that are mappable to the same logical ID.

6 In making out the rejection of this claim, the Office argues that its subject
7 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
8 disagrees and submits that the Office has failed to establish a *prima facie* case of
9 obviousness with respect to this claim for at least the following reasons.

10 First, as discussed above, the Office has failed to provide a proper
11 motivation to combine the cited references. The stated motivation of efficiency
12 has been deemed by the Office's own guidelines as an insufficient motivation to
13 combine references. Further, it does not appear that Meyer requires or could
14 utilize the addition of Srivastava to achieve the goal of capturing and transforming
15 media metadata in multiple and diverse proprietary formats. The Office's stated
16 motivation to combine the cited references is insufficient.

17 Further, the cited references fail to disclose or suggest all of the features of
18 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
19 features in which different instances of a specific media with the same content
20 thereon are associated with different physical IDs that are mappable to the same
21 logical ID. These features are simply absent from the cited references.

22 Accordingly, and for at least the reasons discussed above, the Office has
23 failed to establish a *prima facie* case of obviousness with respect to this claim.
24 This claim is allowable.

1 **Claim 9** recites one or more computer-readable media having computer-
2 readable instructions thereon which, when executed by a computer, cause the
3 computer to:

4

- 5 • receive a physical ID that corresponds to a specific media upon
which content resides that can be experienced by a user;
- 6 • map the physical ID to a logical ID;
- 7 • search a database that contains metadata associated with the specific
media by using the logical ID as a basis for a search query;
- 8 • format the metadata in a XML schema; and
- 9 • return the formatted metadata to a client, wherein different instances
of a specific media with the same content thereon are associated with
different physical IDs that are mappable to the same logical ID.

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11 In making out the rejection of this claim, the Office argues that its subject
12 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
13 disagrees and submits that the Office has failed to establish a *prima facie* case of
14 obviousness with respect to this claim.

15 First, as discussed above, the Office has failed to provide a proper
16 motivation to combine the cited references. The stated motivation of efficiency
17 has been deemed by the Office's own guidelines as an insufficient motivation to
18 combine references. Further, it does not appear that Meyer requires the addition
19 of Srivastava to achieve the goal of capturing and transforming media metadata in
20 multiple and diverse proprietary formats. The Office's stated motivation to
21 combine the cited references is insufficient.

22 Further, the cited references fail to disclose or suggest all of the features of
23 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
24 the features of wherein different instances of a specific media with the same

1 content thereon are associated with different physical IDs that are mappable to the
2 same logical ID. These features are simply absent from the cited references.

3 Accordingly, and for at least the reasons discussed above, the Office has
4 failed to establish a *prima facie* case of obviousness with respect to this claim.
5 This claim is allowable.

6 **Claim 10** recites a method of processing media content comprising:

- 7 • associating a physical ID with a logical ID, the physical ID
8 corresponding to a specific media associated with content that can be
9 experienced by a user;
- 10 • using the logical ID to query one or more databases that contain
11 metadata associated with the specific media; and
- 12 • returning metadata associated with the specific media to a client,
13 wherein different instances of a specific media with the same content
14 thereon are associated with different physical IDs that are mappable
15 to the same logical ID.

16 In making out the rejection of this claim, the Office argues that its subject
17 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
18 disagrees and submits that the Office has failed to establish a *prima facie* case of
19 obviousness with respect to this claim.

20 First, as discussed above, the Office has failed to provide a proper
21 motivation to combine the cited references. The stated motivation of efficiency
22 has been deemed by the Office's own guidelines as an insufficient motivation to
23 combine references. Further, it does not appear that Meyer requires the addition
24 of Srivastava to achieve the goal of capturing and transforming media metadata in
25 multiple and diverse proprietary formats. The Office's stated motivation to
combine the cited references is insufficient.

1 Further, the cited references fail to disclose or suggest all of the features of
2 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
3 the features of wherein different instances of a specific media with the same
4 content thereon are associated with different physical IDs that are mappable to the
5 same logical ID. These features are simply absent from the cited references.

6 Accordingly, and for at least the reasons discussed above, the Office has
7 failed to establish a *prima facie* case of obviousness with respect to this claim.
8 This claim is allowable.

9 **Claims 11-18** depend from claim 10 and are allowable as depending from
10 an allowable base claim. These claims are also allowable for their own recited
11 features which, in combination with those recited in claim 10, are neither disclosed
12 nor suggested in the references cited and applied by the Office.

13 **Claim 19** recites a method of processing media content comprising:

14

- 15 • receiving a physical ID that corresponds to a specific media
associated with content that can be experienced by a user;
- 16 • attempting to map the physical ID to a logical ID;
- 17 • if a logical ID is found that corresponds to the physical ID, searching
a database that contains metadata associated with the specific media
by using the logical ID as a basis for a search query;
- 18 • if no logical ID is found that corresponds to the physical ID,
attempting to establish a logical ID for the physical ID, wherein
different instances of a specific media with the same content thereon
are associated with different physical IDs that are mappable to the
same logical ID.

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22 In making out the rejection of this claim, the Office argues that its subject
23 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
24

1 disagrees and submits that the Office has failed to establish a *prima facie* case of
2 obviousness with respect to this claim.

3 First, as discussed above, the Office has failed to provide a proper
4 motivation to combine the cited references. The stated motivation of efficiency
5 has been deemed by the Office's own guidelines as an insufficient motivation to
6 combine references. Further, it does not appear that Meyer requires the addition
7 of Srivastava to achieve the goal of capturing and transforming media metadata in
8 multiple and diverse proprietary formats. The Office's stated motivation to
9 combine the cited references is insufficient.

10 Further, the cited references fail to disclose or suggest all of the features of
11 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
12 the features of wherein different instances of a specific media with the same
13 content thereon are associated with different physical IDs that are mappable to the
14 same logical ID. These features are simply absent from the cited references.

15 Accordingly, and for at least the reasons discussed above, the Office has
16 failed to establish a *prima facie* case of obviousness with respect to this claim.
17 This claim is allowable.

18 **Claims 20-26** depend from claim 19 and are allowable as depending from
19 an allowable base claim. These claims are also allowable for their own recited
20 features which, in combination with those recited in claim 19, are neither disclosed
21 nor suggested in the references cited and applied by the Office.

22 **Claim 27** recites a server computer comprising:

23

- 24 ● one or more processors;
- 25 ● one or more storage devices; and

- 1 • software code resident on the one or more storage devices which,
2 when executed by the one or more processors, cause the processors
3 to:
 - 4 ○ receive a physical ID that corresponds to a specific media
5 upon which content resides that can be experienced by a user;
 - 6 ○ attempt to map the physical ID to a logical ID;
 - 7 ○ if a logical ID is found that corresponds to the physical ID,
8 search a database that contains metadata associated with the
9 specific media by using the logical ID as a basis for a search
query; and
 - 10 ○ if no logical ID is found that corresponds to the physical ID,
11 attempt to establish a logical ID for the physical ID, wherein
12 different instances of a specific media with the same content
13 thereon are associated with different physical IDs that are
14 mappable to the same logical ID.

10 In making out the rejection of this claim, the Office argues that its subject
11 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
12 disagrees and submits that the Office has failed to establish a *prima facie* case of
13 obviousness with respect to this claim.

14 First, as discussed above, the Office has failed to provide a proper
15 motivation to combine the cited references. The stated motivation of efficiency
16 has been deemed by the Office's own guidelines as an insufficient motivation to
17 combine references. Further, it does not appear that Meyer requires the addition
18 of Srivastava to achieve the goal of capturing and transforming media metadata in
19 multiple and diverse proprietary formats. The Office's stated motivation to
20 combine the cited references is insufficient.

21 Further, the cited references fail to disclose or suggest all of the features of
22 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
23 the features of wherein different instances of a specific media with the same
24

1 content thereon are associated with different physical IDs that are mappable to the
2 same logical ID. These features are simply absent from the cited references.

3 Accordingly, and for at least the reasons discussed above, the Office has
4 failed to establish a *prima facie* case of obviousness with respect to this claim.
5 This claim is allowable.

6 **Claim 28** depends from claim 27 and is allowable as depending from an
7 allowable base claim. This claim is also allowable for its own recited features
8 which, in combination with those recited in claim 27, are neither disclosed nor
9 suggested in the references cited and applied by the Office.

10 **Claim 39** recites a method of processing media content comprising:

11

- 12 • receiving a physical ID that corresponds to a specific media upon
which content resides that can be experienced by a user;
- 13 • attempting to map the physical ID to a logical ID, the logical ID
serving as a basis for a search query of a database that contains
metadata associated with the specific media;
- 14 • if no logical ID is found that corresponds to the physical ID,
attempting to establish a logical ID for the physical ID by causing a
Wizard user interface (UI) to be presented to a user via a client
computer so that information pertaining to the user's specific media
can be collected from the user, wherein different instances of a
specific media with the same content thereon are associated with
different physical IDs that are mappable to the same logical ID;

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16
17 In making out the rejection of this claim, the Office argues that its subject
18 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
19 disagrees and submits that the Office has failed to establish a *prima facie* case of
20 obviousness with respect to this claim.

21 First, as discussed above, the Office has failed to provide a proper
22 motivation to combine the cited references. The stated motivation of efficiency
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1 has been deemed by the Office's own guidelines as an insufficient motivation to
2 combine references. Further, it does not appear that Meyer requires the addition
3 of Srivastava to achieve the goal of capturing and transforming media metadata in
4 multiple and diverse proprietary formats. The Office's stated motivation to
5 combine the cited references is insufficient.

6 Further, the cited references fail to disclose or suggest all of the features of
7 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
8 the features of wherein different instances of a specific media with the same
9 content thereon are associated with different physical IDs that are mappable to the
10 same logical ID. These features are simply absent from the cited references.

11 Accordingly, and for at least the reasons discussed above, the Office has
12 failed to establish a *prima facie* case of obviousness with respect to this claim.
13 This claim is allowable.

14 **Claims 40-46** depend from claim 39 and are allowable as depending from
15 an allowable base claim. These claims are also allowable for their own recited
16 features which, in combination with those recited in claim 39, are neither disclosed
17 nor suggested in the references cited and applied by the Office.

18 **Claim 47** recites one or more computer-readable media having computer-
19 readable instructions thereon which, when executed by a computer, cause the
20 computer to:

- 21 • receive a physical ID that corresponds to a specific media upon
22 which content resides that can be experienced by a user;
- 23 • attempt to map the physical ID to a logical ID, the logical ID serving
24 as a basis for a search query of a database that contains metadata
25 associated with the specific media;
- if no logical ID is found that corresponds to the physical ID, attempt
to establish a logical ID for the physical ID by causing a Wizard user

interface (UI) to be presented to a user via a client computer so that information pertaining to the user's specific media can be collected from the user, wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID.

In making out the rejection of this claim, the Office argues that its subject matter is obvious over Meyer in view of Srivastava. Applicant respectfully disagrees and submits that the Office has failed to establish a *prima facie* case of obviousness with respect to this claim.

First, as discussed above, the Office has failed to provide a proper motivation to combine the cited references. The stated motivation of efficiency has been deemed by the Office's own guidelines as an insufficient motivation to combine references. Further, it does not appear that Meyer requires the addition of Srivastava to achieve the goal of capturing and transforming media metadata in multiple and diverse proprietary formats. The Office's stated motivation to combine the cited references is insufficient.

Further, the cited references fail to disclose or suggest all of the features of this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest the features of wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID. These features are simply absent from the cited references.

Accordingly, and for at least the reasons discussed above, the Office has failed to establish a *prima facie* case of obviousness with respect to this claim. This claim is allowable.

Claim 48 recites a system for providing metadata to clients comprising:

- 1 • a server configured to receive physical IDs that correspond to a
- 2 specific media upon which content resides that can be experienced
- 3 by a user;
- 4 • one or more databases containing metadata associated with various
- 5 media; and
- 6 • at least one table containing physical IDs and associated logical IDs
- 7 to which the physical IDs are mapped, the logical IDs being
- 8 configured for use by the server in searching the one or more
- 9 databases for metadata associated with specific media, wherein
- 10 different instances of a specific media with the same content thereon
- 11 are associated with different physical IDs that are mappable to the
- 12 same logical ID.

9 In making out the rejection of this claim, the Office argues that its subject
10 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
11 disagrees and submits that the Office has failed to establish a *prima facie* case of
12 obviousness with respect to this claim.

13 First, as discussed above, the Office has failed to provide a proper
14 motivation to combine the cited references. The stated motivation of efficiency
15 has been deemed by the Office's own guidelines as an insufficient motivation to
16 combine references. Further, it does not appear that Meyer requires the addition
17 of Srivastava to achieve the goal of capturing and transforming media metadata in
18 multiple and diverse proprietary formats. The Office's stated motivation to
19 combine the cited references is insufficient.

20 Further, the cited references fail to disclose or suggest all of the features of
21 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
22 the features of wherein different instances of a specific media with the same
23 content thereon are associated with different physical IDs that are mappable to the
24 same logical ID. These features are simply absent from the cited references.

1 Accordingly, and for at least the reasons discussed above, the Office has
2 failed to establish a *prima facie* case of obviousness with respect to this claim.
3 This claim is allowable.

4 **Claims 49-50** depend from claim 48 and are allowable as depending from
5 an allowable base claim. These claims are also allowable for their own recited
6 features which, in combination with those recited in claim 48, are neither disclosed
7 nor suggested in the references cited and applied by the Office.

8 **Claim 56** recites a method of processing media content comprising:

9

- 10 • receiving a physical ID that corresponds to a specific CD upon
11 which content resides that can be experienced by a user;
- 12 • mapping the physical ID to a logical ID;
- 13 • searching a database that contains metadata associated with the CD
14 by using the logical ID as a basis for a search query;
- 15 • formatting the metadata in a XML schema; and
- 16 • returning the formatted metadata to a client, wherein different
17 instances of a specific CD with the same content thereon are
18 associated with different physical IDs that are mappable to the same
19 logical ID.

20 In making out the rejection of this claim, the Office argues that its subject
21 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
22 disagrees and submits that the Office has failed to establish a *prima facie* case of
23 obviousness with respect to this claim.

24 First, as discussed above, the Office has failed to provide a proper
25 motivation to combine the cited references. The stated motivation of efficiency
26 has been deemed by the Office's own guidelines as an insufficient motivation to
27 combine references. Further, it does not appear that Meyer requires the addition
28 of Srivastava to achieve the goal of capturing and transforming media metadata in

1 multiple and diverse proprietary formats. The Office's stated motivation to
2 combine the cited references is insufficient.

3 Further, the cited references fail to disclose or suggest all of the features of
4 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
5 the features of wherein different instances of a specific media with the same
6 content thereon are associated with different physical IDs that are mappable to the
7 same logical ID. These features are simply absent from the cited references.

8 Accordingly, and for at least the reasons discussed above, the Office has
9 failed to establish a *prima facie* case of obviousness with respect to this claim.
10 This claim is allowable.

11 **Claims 57-60** depend from claim 56 and are allowable as depending from
12 an allowable base claim. These claims are also allowable for their own recited
13 features which, in combination with those recited in claim 56, are neither disclosed
14 nor suggested in the references cited and applied by the Office.

15 **Claim 61** recites a method of processing media content comprising:

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- 17 • receiving a physical ID that corresponds to a specific DVD upon
which content resides that can be experienced by a user;
- 18 • mapping the physical ID to a logical ID;
- 19 • searching a database that contains metadata associated with the DVD
by using the logical ID as a basis for a search query;
- 20 • formatting the metadata in a XML schema; and
- 21 • returning the formatted metadata to a client, wherein different
instances of a specific DVD with the same content thereon are
associated with different physical IDs that are mappable to the same
logical ID.

23

24 In making out the rejection of this claim, the Office argues that its subject
matter is obvious over Meyer in view of Srivastava. Applicant respectfully
25

1 disagrees and submits that the Office has failed to establish a *prima facie* case of
2 obviousness with respect to this claim.

3 First, as discussed above, the Office has failed to provide a proper
4 motivation to combine the cited references. The stated motivation of efficiency
5 has been deemed by the Office's own guidelines as an insufficient motivation to
6 combine references. Further, it does not appear that Meyer requires the addition
7 of Srivastava to achieve the goal of capturing and transforming media metadata in
8 multiple and diverse proprietary formats. The Office's stated motivation to
9 combine the cited references is insufficient.

10 Further, the cited references fail to disclose or suggest all of the features of
11 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
12 the features of wherein different instances of a specific media with the same
13 content thereon are associated with different physical IDs that are mappable to the
14 same logical ID. These features are simply absent from the cited references.

15 Accordingly, and for at least the reasons discussed above, the Office has
16 failed to establish a *prima facie* case of obviousness with respect to this claim.
17 This claim is allowable.

18 **Claim 62** depends from claim 61 and is allowable as depending from an
19 allowable base claim. This claim is also allowable for its own recited features
20 which, in combination with those recited in claim 61, are neither disclosed nor
21 suggested in the references cited and applied by the Office.

22 **Claim 63** recites an XML schema comprising:

23

- 24 • a name tag associated with a CD name;
- 25 • an author tag associated with a CD author;
- 25 • a track tag associated with a CD track;

1 • at least one URL tag referencing a link to additional information
2 pertaining to the CD; and
3 • the schema being configured for use in sending metadata associated
4 with a CD to client computer for display for a user.

5
6 In making out the rejection of this claim, the Office argues that its subject
7 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
8 disagrees and submits that the Office has failed to establish a *prima facie* case of
9 obviousness for the reason that the cited references fail to teach all of this claims
10 recited features.

11 The Office argues that Meyer discloses the feature of a schema being
12 configured for use in sending metadata associated with a CD to client computer
13 for display for a user. Office Action at page 26. The section of Meyer cited by the
14 Office as disclosing this feature is excerpted below for the convenience of the
15 Office.

16 The path of the identifier from the decoding process, and the return path
17 from a server to the communication application may include one or more
18 hops through a wire or wireless connection using standard wire and
19 wireless communication protocols like TCP/IP, HTTP, XML, WAP,
20 Bluetooth, etc. In addition, data returned to the user may be routed through
21 one or more servers that may forward the data, and in some cases, augment
22 the data or modify it in some fashion. Meyer at paragraph 27, lines 11-19.

23 While this section does mention the term XML, nowhere does it disclose or
24 suggest a schema that this configured for use in sending metadata associated with
25 a CD to a client computer for display for a user. In point of fact, nowhere in this
 section or elsewhere does Meyer disclose or suggest any type of schema. This
 feature is simply not present in the disclosure of Meyer.

1 Accordingly, and at least for the reason discussed above, the Office has
2 failed to establish a *prima facie* case of obviousness with respect to this claim.
3 This claim is allowable.

4 **Claims 64-65** depend from claim 63 and are allowable as depending from
5 an allowable base claim. These claims are also allowable for their own recited
6 features which, in combination with those recited in claim 63, are neither disclosed
7 nor suggested in the references cited and applied by the Office.

8 **Claim 69** recites a method of processing media content comprising:

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- 10 • generating a physical ID that corresponds to a specific media upon
11 which content resides that can be experienced by a user on a client
12 computer, wherein different instances of the specific media with the
13 same content thereon are associated with different physical IDs that
14 are mappable to a same logical ID;
- 15 • sending the physical ID to a server configured to return metadata
16 associated with the specific media;
- 17 • receiving, from the server, XML-formatted metadata;
- 18 • parsing, with the client computer, the XML-formatted metadata; and
- 19 • displaying the metadata for the user on the client computer.

20 In making out the rejection of this claim, the Office argues that its subject
21 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
22 disagrees and submits that the Office has failed to establish a *prima facie* case of
23 obviousness for at least the reason that the cited references fail to disclose or
24 suggest all of this claims recited features.

25 As discussed above, neither Meyer nor Srivastava disclose or suggest the
26 features of wherein different instances of a specific media with the same content
27 thereon are associated with different physical IDs that are mappable to a same
28 logical ID. These features are simply absent from the cited references.

1 Accordingly, and at least for the reason discussed above, the Office has failed to
2 establish a *prima facie* case of obviousness with respect to this claim. This claim
3 is allowable.

4 **Claims 70-71** depend from claim 69 and are allowable as depending from
5 an allowable base claim. These claims are also allowable for their own recited
6 features which, in combination with those recited in claim 69, are neither disclosed
7 nor suggested in the references cited and applied by the Office.

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9 **The Claim Rejections over Jaeger and Saganuma**

10 **Claim 29** recites a method of processing media content comprising:

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- receiving a physical ID that corresponds to a specific media upon which content resides that can be experienced by a user;
- attempting to map the physical ID to a logical ID by searching a first table containing physical ID-to-logical ID mappings using a first search;
- if the first search is unsuccessful, searching a second table containing physical ID-to-logical ID mappings using a second search; and
- if a logical ID is found that corresponds to the physical ID, searching a database that contains metadata associated with the specific media by using the logical ID as a basis for a search query, wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID.

20

21 In making out the rejection of this claim, the Office argues that its subject
22 matter is obvious over Jaeger in view of Saganuma. Applicant respectfully
23 disagrees and submits that the Office has failed to establish a *prima facie* case of
24 obviousness for at least the reasons discussed below. First, the Office has failed to

1 provide a proper motivation to combine the cited references. Further, the cited
2 references fail to disclose or suggest all of this claims recited features.

3 The motivation to combine the teachings of Jaeger and Saganuma provided
4 by the Office is to allow Jaeger to “employ Saganuma in order to efficiently
5 support search capabilities under a variety of search conditions.” However, as
6 discussed above with respect to the combination of Meyer and Srivastava, the
7 desire for efficiency does not provide a sufficient motivation to support a rejection
8 under § 103. The Office’s own guidance, as noted above, provides that the stated
9 motivation of efficiency is improper in that it “is too general because it could
10 cover almost any alteration contemplated of...[the cited reference] and does not
11 address why this specific proposed modification would have been obvious.”
12 Accordingly, Applicant respectfully submits that the Office has failed to establish
13 a proper motivation to combine Jaeger and Saganuma.

14 In addition to failing to establish a proper motivation to combine the
15 references, the Office has failed to show that the cited references disclose all of
16 this claims recited features. First, the Office argues that Jaeger discloses the
17 feature of if a first search is unsuccessful, searching a second table containing
18 physical ID-to-logical ID mappings using a second search. The sections of Jaeger
19 cited by the Office merely discuss multiple data structures and the particular types
20 of data contained within the data lists. See Jaeger at column 4, lines 33-46 and
21 lines 50-56. Nowhere in this section or elsewhere does Jaeger disclose or suggest
22 the feature of an unsuccessful first search resulting in a subsequent search of a
23 second table for the physical ID-to-logical ID mappings. This feature is simply
24 absent from the disclosure of Jaeger.

25

1 Further, the Office fails to even address the feature of different instances of
2 a specific media with the same content thereon being associated with different
3 physical IDs that are mappable to the same logical ID. A search of both Jager and
4 Suganuma reveals that this feature is neither disclosed nor suggested by these
5 references.

6 Accordingly, and at least for the reasons discussed above, the Office has
7 failed to establish a *prima facie* case of obviousness with respect to this claim.
8 This claim is allowable.

9 **Claims 30-34** depend from claim 29 and are allowable as depending from
10 an allowable base claim. These claims are also allowable for their own recited
11 features which, in combination with those recited in claim 29, are neither disclosed
12 nor suggested in the references cited and applied by the Office.

13 **Claim 36** recites a method of processing media content comprising:

- 14 • providing a canonical table containing physical ID to logical ID
15 mappings, the physical IDs being associated with specific media
16 containing content that can be experienced by a user, the logical IDs
17 being configured for use in database queries to locate metadata
18 associated with specific media;
- 19 • providing a table containing user-provided physical ID to logical ID
20 mappings;
- 21 • receiving a physical ID associated with a specific media;
- 22 • conducting a first low cost search of the canonical table to determine
23 whether there is a matching physical ID with a corresponding logical
24 ID;
- 25 • if the first low cost search is unsuccessful, conducting a second low
 cost search of the table containing the user-provided physical ID to
 logical ID mappings to determine whether there is a matching
 physical ID with a corresponding logical ID;
- if the second low cost search is unsuccessful, conducting a third
 higher cost search of the canonical table to determine whether there
 is a matching physical ID with a corresponding logical ID; and

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- 2 if any of the searches are successful, using the corresponding logical
- 3 ID to search a database containing metadata associated with the
- 4 specific media, wherein different instances of a specific media with
- 5 the same content thereon are associated with different physical IDs
- 6 that are mappable to the same logical ID.

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10 In making out the rejection of this claim, the Office argues that its subject
11 matter is obvious over Jaeger in view of Suganuma. Applicant respectfully
12 disagrees and submits that the Office has failed to establish a *prima facie* case of
13 obviousness with respect to this claim for at least the following reasons. First, the
14 Office has failed to provide a proper motivation to combine the cited references.
15 Further, the cited references fail to teach all of this claim's recited features.

16 As to the Office's stated motivation to combine these references, the Office
17 argues that "claim 36 encompasses the same scope of the invention as that
18 of...claim 29. Therefore, claim 36 is rejected for same reason and motivation
19 as...claim 29." Office Action at page 32-33. As a preliminary matter, Applicant
20 objects to the Office's assertion that claim 29 and 36 encompass the same scope of
21 the invention. Even a cursory reading of the claims indicates that there is a
22 significant difference in the language of these two claims. While these claims may
23 recite certain common features, it is wholly inaccurate to maintain that the
24 embodiments recited by the respective claims encompass the same scope of the
25 invention. Further, as explained above with respect to claim 29, the Office's
stated motivation to combine these references is improper. The Office's own
guidance provides that the motivation of efficiency is insufficient to support a §
103 rejection.

1 A second reason why the Office has failed to establish a *prima facie* case of
2 obviousness is that the cited references fail to teach all of this claims recited
3 features. Specifically, neither Jaeger nor Suganuma disclose the features of:

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- 5 • if the first low cost search is unsuccessful, conducting a second low
6 cost search of the table containing the user-provided physical ID to
7 logical ID mappings to determine whether there is a matching
8 physical ID with a corresponding logical ID;
- 9 • if the second low cost search is unsuccessful, conducting a third
10 higher cost search of the canonical table to determine whether there
11 is a matching physical ID with a corresponding logical ID; and
- 12 • if any of the searches are successful, using the corresponding logical
13 ID to search a database containing metadata associated with the
14 specific media, wherein different instances of a specific media with
15 the same content thereon are associated with different physical IDs
16 that are mappable to the same logical ID.

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18 The Office argues that Jaeger discloses these features at column 4, lines 33-
19 46 and 50-56. However, this section of Jaeger merely discloses certain data
20 structures and the particular data contained in those structures. Jaeger further
21 discloses that the data records are assigned physical addresses of IDs that indicate
22 where the records may be found. Jaeger, column 4, lines 44-46. However,
23 nowhere in these sections or elsewhere does Jaeger disclose or suggest conducting
24 a second low cost search or even a third higher cost search. Further, nowhere does
25 Jaeger disclose *different instances* of a specific media with the *same content*
26 *thereon* are associated with *different physical IDs* that are mappable to the *same*
27 *logical ID*. These features are simply absent from the disclosure of Jaeger.
28 Accordingly, the cited references fail to teach all of this claim's recited features.

1 For at least the reasons discussed above, the Office has failed to establish a
2 *prima facie* case of obviousness with respect to this claim. This claim is
3 allowable.

4 **Claims 37-38** depend from claim 36 and are allowable as depending from
5 an allowable base claim. These claims are also allowable for their own recited
6 features which, in combination with those recited in claim 36, are neither disclosed
7 nor suggested in the references cited and applied by the Office.

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9 **The Claim Rejections Over Jaeger, Suganuma and Srivastava**

10 **Claim 35** recites one or more computer-readable media having computer-
11 readable instructions thereon which, when executed by a computer, cause the
12 computer to:

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- receive a physical ID that corresponds to a specific media upon which content resides that can be experienced by a user;
- attempt to map the physical ID to a logical ID by searching a first table containing physical ID-to-logical ID mappings using a first search, the first search comprising a low cost search;
- if the first search is unsuccessful, search a second table containing physical ID-to-logical ID mappings using a second search;
- if the second search is unsuccessful, search the first table using a third search, the third search comprising a higher cost search than the first search; and
- if a logical ID is found that corresponds to the physical ID, search a database that contains metadata associated with the specific media by using the logical ID as a basis for a search query, wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID.

1 In making out the rejection of this claim, the Office argues that its subject
2 matter is obvious over Jaeger in view of Saganuma and further in view of
3 Srivastava. Applicant respectfully disagrees and submits that the Office has failed
4 to establish a *prima facie* case of obviousness with respect to this claim. First, the
5 Office has failed to establish a proper motivation to combine these references.
6 Further, the cited references fail to teach all of this claim's recited features.

7 The Office's stated motivation to combine these references is to allow
8 Jaeger to "employ Saganuma in order to efficiently support search capabilities
9 under a variety of search conditions" and to "employ Srivastava in order to
10 efficiently capture and transform media metadata in multiple and diverse
11 proprietary formats." Office Action at page 36. However, each of these stated
12 motivations was discussed above and submitted by Applicant to be insufficient to
13 support a § 103 rejection. Accordingly, Applicant submits that this combination
14 of stated motivations still fails to produce a proper motivation to combine these
15 references.

16 Further, the cited references fail to teach all of this claims recited features.
17 Specifically, none of the cited references teaches the features of:

- 18 • if the first search is unsuccessful, search a second table containing
19 physical ID-to-logical ID mappings using a second search;
- 20 • if the second search is unsuccessful, search the first table using a
21 third search, the third search comprising a higher cost search than
22 the first search; and
- 23 • if a logical ID is found that corresponds to the physical ID, search a
24 database that contains metadata associated with the specific media
25 by using the logical ID as a basis for a search query, wherein
different instances of a specific media with the same content thereon
are associated with different physical IDs that are mappable to the
same logical ID.

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2 Among other features, the cited references fail to disclose or suggest the
3 possibility of *second* and *third searches* for physical ID-to-logical ID mappings
4 should previous searches prove unsuccessful. Further, none of the cited references
5 discloses the feature of *different instances of a specific media* with the *same*
6 *content thereon* being associated with *different physical IDs* that are mappable to
7 the *same logical ID*. These features are simply missing from the cited references.
8 The cited references, either alone or in combination, fail to teach all of this claims
9 recited features.

10 For at least the reasons discussed above, the Office has failed to establish a
11 *prima facie* case of obviousness with respect to this claim. This claim is
12 allowable.

13 **Claim 51** recites a system for providing metadata to clients comprising:

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- 15 • a canonical table comprising multiple physical IDs associated with
specific media containing content that can be experienced by a user;
- 16 • multiple logical IDs associated with the multiple physical IDs;
- 17 • individual physical IDs being mapped to individual logical IDs; and
- 18 • the logical IDs being configured for use in database queries to locate
metadata associated with specific media, wherein different instances
of a specific media with the same content thereon are associated with
19 different physical IDs that are mappable to the same logical ID.

20
21 In making out the rejection of this claim, the Office argues that its subject
matter is obvious over Jaeger in view of Suganuma and further in view of
22 Srivastava. Applicant respectfully disagrees and submits that the Office has failed
23 to establish a *prima facie* case of obviousness. First, the Office has failed to
24

1 provide a proper motivation to combine the cited references. Finally, the cited
2 references fail to teach all of this claims recited features.

3 As discussed above, the motivation of efficiency is an insufficient basis for
4 a § 103 rejection. The goal of efficiency is simply too general and could support
5 any contemplated alteration of the cited references. The Office has failed to
6 provide a proper motivation to combine these references.

7 Further, the cited references fail to disclose or suggest all of this claims
8 recited features. As but one example, none of the cited references discloses or
9 suggests the feature of *different instances of a specific media* with the *same*
10 *content thereon* being associated with *different physical IDs* that are mappable to
11 the *same logical ID*. In the sections cited by the Office as disclosing this feature,
12 Jaeger discusses data structures that contain data records and physical addresses
13 that are assigned to data records. Jaeger, column 4, lines 33-56. Further,
14 Suganuma discusses different types of data that are stored in linked tables.
15 Suganuma at column 1, line 66, through column 2, line 7. Finally, Srivastava
16 discloses the mapping of database elements into a corresponding schema that is
17 used by the database for managing media and its metadata. Srivastava at column
18 8, lines 37-41. Nowhere in these sections or elsewhere, however, do the cited
19 references disclose or suggest this feature of the present claim.

20 Accordingly, and for at least the reasons discussed above, the Office has
21 failed to establish a *prima facie* case of obviousness with respect to this claim.
22 This claim is allowable.

23 **Claims 52-55** depend from claim 51 and are allowable as depending from
24 an allowable base claim. These claims are also allowable for their own recited
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1 features which, in combination with those recited in claim 51, are neither disclosed
2 nor suggested in the references cited and applied by the Office.

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4 **The Claim Rejections over Milsted**

5 **Claim 72** recites a method of providing metadata to a client comprising:

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- establishing a table that contains user-provided entries that map physical IDs to logical IDs, the physical IDs corresponding to specific media upon which content resides that can be experienced by various users, the logical IDs being configured for use in querying one or more databases that contain metadata associated with the specific media, the metadata being returnable to a client;
- statistically evaluating the entries to determine, for each physical ID, a most likely logical ID match; and
- making the most likely logical ID match available so that it can be used to query the one or more databases.

13

14 In making out the rejection of this claim, the Office argues that its subject
15 matter is obvious over Milsted. Applicant respectfully disagrees and submits that
16 the Office has failed to establish a *prima facie* case of obviousness because
17 Milsted fails to disclose or suggest all of this claims recited features.

18 The sections of Milsted referred to by the Office as disclosing the subject
19 matter of this claim are excerpted below for the convenience of the Office.

20 It is an object of the present invention to remove the above-mentioned
21 drawbacks and to provide a system for tracking usage of content data. One
22 embodiment of the present invention provides a system for tracking usage
23 of digital content on user devices. Column 6, lines 34-38.

24 Additionally, a logging site that is coupled to the network tracks the playing
25 of the content data. In particular, the logging site receives play information
from the network, and the play information includes the number of times

1 that the content data has been played by the associated content player.
2 Column 6, lines 42-47.

3
4 The Clearinghouse(s) 105 maintains a Audit Logs **150** of information for
5 each operation that is performed during Content **113** purchase transactions
6 and report request transactions. The information can be used for a variety of
7 purposes such as audits of the Secure Digital Content Electronic
8 Distribution System 100, generation of reports, and data mining. Column
9 47, lines 47-53.

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12 Applicant submits that nowhere in these sections or elsewhere does Milsted
13 disclose or suggest subject matter that even remotely resembles the subject matter
14 recited by claim 72. Milsted fails to mention a logical ID or a physical ID, much
15 less a statistical evaluation of entries to determine, for each physical ID, a most
16 likely logical ID match. The subject matter of this claim is simply absent from the
17 disclosure of Milsted.

18 Accordingly and at least for these reasons, the Office has failed to establish
19 a *prima facie* case of obviousness with respect to this claim. This claim is
20 allowable.

21 **Claims 73** depends from claim 72 and is allowable as depending from an
22 allowable base claim. This claim is also allowable for its own recited features
23 which, in combination with those recited in claim 72, are neither disclosed nor
24 suggested in the references cited and applied by the Office.

25 **Claim 74** recites a method of providing metadata to a client comprising:

- 26 • providing a table containing user-provided entries that map physical
27 IDs to logical IDs, the physical IDs corresponding to specific media
28 upon which content resides that can be experienced by various users,
29 the logical IDs being configured for use in querying one or more
30 databases that contain metadata associated with the specific media,
31 the metadata being returnable to a client;

- 1 • computing, from the table, a list of physical IDs that are to be statistically evaluated;
- 2 • for each listed physical ID, ascertaining the logical IDs that have been associated with it by users;
- 3 • computing a distribution of logical IDs for a given physical ID, the distribution describing, for each logical ID, the number of times the physical ID has been mapped thereto;
- 4 • adding to the distribution, an entry that corresponds to a current trusted logical ID mapping;
- 5 • weighting the added entry; and
- 6 • computing, from the distribution, a most likely physical ID to logical ID match.

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9 In making out the rejection of this claim, the Office argues that its subject matter is obvious over Milsted. Applicant respectfully disagrees and submits that 10 the Office has failed to establish a *prima facie* case of obviousness since Milsted 11 fails to disclose or suggest all of this claim's recited features.

13 The sections cited by the Office as disclosing the subject matter of this 14 claim are the same sections cited against claim 72. Accordingly, for the relevant 15 excerpts from Milsted, the Office is directed to the section above that discusses the 16 rejection of claim 72.

17 A review of these sections, and in point of fact the entirety of Milsted, 18 reveals that Milsted in now way discloses or suggests the subject matter of the 19 present claim. Milsted fails to make any mention of a physical ID to logical ID 20 mapping, much less the feature of computing a distribution of logical IDs for a 21 given physical ID, the distribution describing, for each logical ID, the number of 22 times the physical ID has been mapped thereto. Further, since Milsted fails to 23 disclose or suggest the computation of a distribution of logical IDs for a given 24 physical ID, it would be impossible for Milsted to further disclose or suggest the 25

1 claim features that logically depend from the computation of said distribution.

2 The features of this claim are simply absent from Milsted.

3 Accordingly, and for at least the reasons discussed above, the Office has
4 failed to establish a *prima facie* case of obviousness with respect to this claim.

5 This claim is allowable.

6 **Claims 75-76** depend from claim 74 and are allowable as depending from
7 an allowable base claim. These claims are also allowable for their own recited
8 features which, in combination with those recited in claim 74, are neither disclosed
9 nor suggested in the references cited and applied by the Office.

10

11 **Conclusion**

12 All of the claims are in condition for allowance. Accordingly, Applicant
13 requests a Notice of Allowability be issued forthwith. If the Office's next
14 anticipated action is to be anything other than issuance of a Notice of Allowability,
15 Applicant respectfully requests a telephone call for the purpose of scheduling an
16 interview.

17

18 Respectfully Submitted,

19

20 Dated: 5/15/06

21 By:



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